



PERFORMANCE OF TOURISM INDUSTRY IN TAMIL NADU

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INTRODUCTION

Tourism plays an important role in the economic and social development of the countries in the world. It has emerged as one of the world's largest industries and the fastest growing sector of the world economy. Tourism also acts as generator of employment and income particularly in remote and backward areas. It is the largest service sector globally in terms of generating gross revenue as well as foreign exchange earnings. Tourism has become a thriving global industry with the power to shape developing countries both positive and negative ways. Tourism plays an important and effective role in achieving the growth with equity in future.

Tourism: Global Scenario

Internationally, tourism occupies a very important place in the economy of several countries. Now a days, it has achieved the status of an industry. Government all over the world are competing with each other in selling tourism and travel, culture etc, to the people around the world.

In 2019, the travel and tourism sector contributed 10.3percent to global GDP, a share which decreased to 5.3percent in 2020 due to ongoing restrictions to mobility and 2021 the share was increased to 6. 1percent.Considering how profitable the industry is, many countries have an incentive to invest in policies that enable the development of travel and tourism.

In 2021, the leading countries and territories in the Travel and Tourism Development Index (TTDI) were Japan, US, Spain receiving a score of 5.2 points each out of seven. Although travel and tourism contributor significantly to the global GDP, both were severely impacted by the global Pandemic that began in early 2020. (Global Tourism Industry- Statistics &Facts, Statista22).

Tourism: National Scenario

Tourism is an important sector of the Indian economy and contributes significantly in the country's GDP as well as foreign exchange earnings. With its backward and forward linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture and agriculture, tourism has the potential to not only be the economy driven, but also become an effective tool for poverty alleviation and ensuring growth with equity.

According to WTTC, India ranked third among 185 countries in terms of travel and tourism's total contribution to GDP in 2018. India was ranked 34th in the Travel and Tourism Competitiveness Report 2019 published by the World Economic Forum (Tourism in India: At a Glance).

Tourism: State Scenario (Tamil Nadu)

Tamil Nadu is very rich in tradition and folk art. It has

tremendous potentials of historical heritage, enchanting places at hill resorts, beaches, flora & fauna significantly. Hence, Tamil Nadu is considered as the largest tourism industry in India with a percentage of 21.31percent and 21.86percent of foreign and domestic tourist visits in the country.

According to Ministry of Tourism Report (2020), the number of domestic tourist arrivals were at 494.8 million making the second most popular tourist destination in the country and foreign tourist arrivals numbered 6.86 million which shows the highest in the country, making it the most popular state for tourism in the country.

Scope of the study

Tamil Nadu has always had an attraction for countries and people abroad. All the tourist places are blessed with land of splendour, serenity and tranquillity on their own potential. It is one of the reasons to attract more tourists from internal and external. In economic aspect, it promotes understanding between countries and states, stimulates trade and equitable development of the country. Besides that, it is one of the important sources of revenue to the government. Hence the study attempts to analyse the performance of tourism industry in Tamil Nadu and also examine the impact of Covid-19 on this sector. The researcher also tries to assess the measures adopted by the authorities to promote tourism in Tamil Nadu, particularly after the period of Pandemic.

REVIEW OF LITERATURE

Lin et al. (2019) investigated causal relationship between international tourism growth and regional economic expansion in China. Bayesian probit models were used to unveil the factors influencing the different growth patterns amongst the said terms. The results from this study suggest that regions with less developed economies, larger economic sizes and covering larger geographic areas are more likely to experience tourism-led growth and regions with less developed economies are more likely to experience economy driven tourism growth.

Pratama, I. G. S., & Mandaasari, I. C. S. (2020) carried out this research using random sampling technique where 30 questionnaires were distributed obtaining responses from 210 respondents using Path Analysis as technique for data analysis. Results from this study suggested that variable of tourism development has a significant positive impact on economic variables, cultural variables and environmental variables of a local community. In future it will be interesting to this how this research responds to a country instead of a community.

Statement of the problem

Tamil Nadu is a window to the south and its wide open to the achievements of ancient legacies with all its modernity and old charm. Tamil Nadu has a lot of potential to become one of the

best tourist centres in India. From the state Capital Chennai to the southern tip Kanyakumari, there are different types of tourist places in Tamil Nadu such as business and industrial centres, beach resorts, hill stations, historical monuments, wildlife sanctuaries and pilgrimage centres. Even though the state has a good number of tourist centres, all of them are not attracting tourists in equal numbers. These places are more attractive to the tourists by providing proper support facilities.

Tourists' experiences and happiness always depends on the quality support services. However, some of the places remain unidentified in Tamil Nadu like Panchalakurichi, Yercaud, Hogenakkal, Poompuhar. Such places are facing the problems of lack of advertisement, cleanliness, lack of work opportunities and lack of transportation and accommodation facilities within the tourist location. To cover these needs, the researcher has chosen this vibrant topic for this research study.

OBJECTIVES OF THE STUDY:

1. To study the foreign and domestic tourist arrivals in Tamil Nadu.
2. To examine the economic impact of tourism in Tamil Nadu before and after Pandemic.
3. To assess the measures adopted by the authorities to promote tourism in the study area.

METHODOLOGY

Sample Technique

The secondary data are collected from the published sources like Tourism Development Corporation of India, Tourism Ministry, reports, journals, newspapers and other on-line sources. These secondary data to be analysed by using simple statistical tools to achieve the above objectives.

RESULTS AND DISCUSSION

Interpretation of the data could help build up a sort of an intellectual model, where the relationships involved could be carefully and logically studied and meaningful inferences drawn. The following table deals with the arrivals of foreign and domestic tourist arrivals in Tamil Nadu and economic impact of tourism in Tamil Nadu.

Arrival of Domestic and Foreign Tourists in Tamil Nadu during 2009-2021

Table I Tourist Arrivals in Tamil Nadu During 2009-2019

Year	Domestic	Growth Rate	Foreign	Growth Rate	Total	Growth Rate
2009	78037607	----	2369050	-----	80406657	----
2010	103010435	32.00	2804504	18.38	105814939	31.59
2011	136750750	32.75	3308438	17.97	140059188	32.36
2012	184136840	34.65	3561740	7.66	187698580	34.01
2013	244232487	32.64	3990490	12.04	248222977	32.25
2014	327555233	34.12	4657630	16.72	332212863	33.84
2015	333459047	1.80	4684707	0.58	338143784	1.79
2016	343812413	3.10	4721978	0.79	348534391	3.08
2017	345061140	0.36	4860455	2.93	349921595	0.39
2018	385909376	11.84	6073345	24.95	391982721	12.02
2019	494865257	28.23	6866327	13.06	501731584	27.99
2020	13153076	-97.34	415859	-93.94	13568935	-77.36
2021	26046891	98.03	318673	-23.37	26365564	94.31

Source: Commissioner of Tourism, Chennai-2
State/Union Territory Tourism Departments

The above table reveals that the tourist arrivals in Tamil Nadu from 2009-2021. It gives a clear picture about the continuous growth of tourist arrivals in Tamil Nadu year after year. The figures show that the tourist arrivals took a sharp increase from 2009-2019 and this trend is expected to remain permanently because of the initiatives taken by the government like e-tourist visa, aggressive promotion and marketing campaign through electronic media at the domestic, national and international levels, creation of basic amenities and other infrastructural facilities in Tamil Nadu. However, due to the restriction of covid-19 the number of foreign and domestic tourist arrivals decreased in numbers in the years of 2020 and 2021, it shows the negative growth in tourism sector.

Tamil Nadu has emerged as a leading tourist destination by topping the country in tourist arrivals in 2020 (India Tourism Statistics 2021). The state has 22.9 percent share of total tourist visits in 2020 and has been ranked number one in domestic tourist visits in 2020 with over 140 million visitors. Concerning foreign tourist arrivals, the state ranked second, marginally behind Maharashtra. (The Times of India).

Centre wise tourist arrivals in Tamil Nadu

The government of India has decided to promote south India as major tourist centre. Accordingly, steps are being initiated to market the southern tourist spots including the temples not as individual places but as a whole. Tamil Nadu has a lot of potential tourist centres to attract tourists such as pilgrimage, wild life, business and industrial centres, beach resorts and hill centres. The following table explains district wise tourist arrivals in Tamil Nadu in the period 2020.

Table: II Number of Tourist Arrivals (district wise) in Tamil Nadu (2020)

S.No	Name of the District	Domestic	Foreign	Total
1.	Ariyalur	201515	522	202037
2.	Chengalpattu	7781266	96532	7877798
3.	Chennai	10999343	631937	11631280
4.	Coimbatore	5901175	3776	5904951
5.	Cuddalore	7773541	2504	7776045
6.	Dharmapuri	3153178	0	3153178
7.	Dindigul	8083175	74595	8157770
8.	Erode	1818689	47	1818736
9.	Kallakurichi	3393344	503	3393847
10.	Kancheepuram	8161980	8841	8170821
11.	Kanyakumari	6968202	28478	6996680
12.	Karur	500567	325	500892
13.	Krishnagiri	1429532	3290	1432822
14.	Madurai	13877565	81020	13958585
15.	Nagapattinam	1960555	945	1961500
16.	Namakkal	445292	184	445476
17.	Nilgiris	2928794	2125	2930919
18.	Perambalur	432310	85	432395
19.	Pudukkottai	198487	203	198690

23.	Sivagangai	2710951	6798	2717749
24.	Tenkasi	721719	66	721785
25.	Thanjavur	6253134	75017	6328151
26.	Theni	761176	0	761176
27.	Thoothukkudi	5298065	1533	5299598
28.	Tiruchirappalli	11453705	107232	11560937
29.	Tirunelveli	3168425	106	3168531
30.	Tirupathur	73129	51	73180
31.	Tiruppur	1243695	334	1244029
32.	Thiruvallur	2583687	0	2583687
33.	Tiruvannamalai	3204057	41360	3245417
34.	Thiruvarur	1441506	14413	1455919
35.	Vellore	809678	41027	850705
36.	Villupuram	5436285	1780	5438065
37.	Virudhunagar	1862405	0	1862405
	GRAND TOTAL	140651241	1228323	141879564

Source: Commissioner of Tourism, Chennai-2
Statistical Hand Book of Tamil Nadu-2020-21

Economic Impact of Tourism in Tamil Nadu

Tamil Nadu is currently the second largest economy in the country and the sixth most populous state. It has the third highest GDP per capita and is the most urbanised and industrialised state.

Without any doubt, tourism generates employment, improves foreign exchange earnings and promotes development in various parts of the country. During the covid-19 Pandemic, economic impact on tourism has resulted in more unemployment and reduced consumer purchasing power.

According to Union Tourism Minister 'Around 21.5 million people, involved in tourism industry have lost their jobs due to the 3 waves of covid-19 that 1st hit the country in early 2020. Tourist arrivals in the country were down by 93 percent during the 1st wave, 79 percent in 2nd wave and 64 percent in 3rd wave.' (The Economic Times)

More than 4.36 crore workers from Tamil Nadu's once-thriving tourism industry have been hit very badly due to the covid-19 lockdown. Many of the workers have lost their jobs due to the lack of business after hotels and restaurants closed due to the lockdowns. (State Tourism Department)

Foreign Exchange Earning is an important aspect of the world economy, particularly in the tourism sector. It helps to determine the economic valuation and health of a country and its people.

Table: III Foreign Exchange Earnings from tourism in Tamil Nadu

Year	Foreign Exchange Earnings (in crs)	Growth Rate
2016	154146	----
2017	177874	15.39
2018	194881	9.56
2019	211661	8.61
2020	50136	-76.31

Source: Tourism, culture and religious Endowments Department

The above table reveals the growth rate of foreign exchange earnings by Tamil Nadu tourism during 2016-2020. The share of foreign exchange earned by tourism shows a increasing trend in the years 2016 and 2019. In the year 2020, it shows the negative growth because of the impact of coronavirus pandemic at the global level.

Recent Initiatives

To boost tourism and attract tourists back to the state, Government of Tamil Nadu and Tamil Nadu Tourism Development Corporation (TTDC) have planned number of initiatives, there are

- Various key initiatives have been taken by the government including a destination development scheme aimed at holistic development of destinations to enhance the visitor experience by which lesser-known destinations like Kollihills, Jawadhu hills and Yelgiri are being developed as adventure and eco-camping sites.
- In order to ensure the creation of safe and secure tourism environment, a committee was formed by the Government of Tamil Nadu to draw the "Revival Plan for Tourism Sector" in Tamil Nadu after lock down of covid-19.
- Tamil Nadu tourism incorporated emerging technologies like Artificial Intelligence and Virtual Reality for the creation of AR-/VR- based booklets and pamphlets to promote the tourist destinations of the state.
- TTDC has implemented various e-Governance initiatives in order to provide information about tourist destinations in Tamil Nadu and enable tourist destinations in Tamil Nadu and enable tour packages through an online real-time reservation system.
- Department of Tourism has launched many social media campaigns to attract tourists to the state by showcasing its hidden potential and promote many emerging sectors.
- The state government has earned revenue through online booking of hotel rooms across the state.
- The drive-in restaurant would be modernised and upgraded to a multi-cuisine restaurant with outdoor dining, open-air theatre, barbecue counter and a cafeteria at an estimated cost of 50lakhs.
- The food and beverages business of TTDC would be developed as a separate vertical with distinct branding and would be an independent profit centre. TTDC would also start a chain of fast-food kiosks with the brand name 'Quick Bites' at Vandalur, Kovalam and Yercaud.
- TTDC will take steps to increase the number of 'Seegra Darshan' tickets from 150 to 1000 for the Tripati tour package, in consultation with Tirumala Tirupati Devasthanam.

CONCLUSION

Tamil Nadu, which has a good record in attracting foreign tourists, is also collaborating with Indian missions abroad to promote tourism in Tamil Nadu. The state government is also focussing on a destination development schemes to enhance tourists experience as part of the efforts to boost tourist arrivals in all the places. Despite, some of the places in the state are not well equipped with basic infrastructural facilities. Hence, government try to make necessary steps to provide more amenities to the tourists. Along with marketing activities, promotion, social media is also very crucial to promote tourism

in Tamil Nadu.

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